ABSTRACT

A computer-implemented system and method perform a variety of tasks related to the creation, management, and presentation of multimedia content. Once created, content may be stored for on-demand presentation to a viewer. Alternatively, content can be presented as it is created, as with a live broadcast of an event. The system and method additionally provide a platform from which multimedia content may be presented to viewers. In relation to the presentation of content, the system and method provide the ability to tailor the content to be presented to the viewer based upon specific attributes of the viewer's system and upon the connection established by the viewer's system.

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